

## Abstract

The objective of this research is to understand the image of Don Wai market together with consuming behaviour of the middle class arising in this market place.

The study finds that Don Wai market is another site reviving as a result of the influential term "tourism," represented through media that Don Wai market is a remarkably suitable place for tourism. Two factors are employed to create "points for sale," i.e. glorious past and serene atmosphere. This glorious past reflects through foods claimed to be from old and original recipes, and through ways of life of an antiquated community with ancient dwellings. The boat trips characterize peaceful surroundings well-suited for holiday recreations.

Nevertheless, the phenomena which takes place and exists in this place are consumer cultures corresponding to the taste of the middle class, ranging from foods renowned for original recipes, places arranged into zones convenient for shopping, to orderly parking lots. More importantly, Don Wai market is convenient for a one-day visit.

Consequently, Don Wai market at present is merely consuming space for urban middle class which is not different from air-conditioned shopping arcades or outdoor market such as Jatujak holiday market. However, Don Wai market only relies on myths of nostalgic inspiration to enhance the value of location, and on vivacious activities magnificently responding to the policy of "Thai tourism."